DAY 24: Grow What Works, Let Go of What Doesn't

As your hustle grows, there are countless options to expand. Don't get distracted—identify what's working and do more of that.

So you've taken stock … great! You've considered not only the data, but also your intuition and gut feeling. You've identified some next actions.

Let's assume for now that your hustle is working at least somewhat. If you were doing only one thing, like selling one product or providing a single service, then you can just keep focusing on that. (By the way, it's not bad to sell only one product or provide a single service.)

But let's say you were doing something like --

- Selling handmade figurines, keychains, and maps on Etsy
- Offering college students help with resumes, interview prep, and networking
- Providing strategic advice in the form of several packages that customers can choose from
- Reselling items you find in one location for a higher price in another

For each of these examples, and many more, it might help *a lot* to make some active decisions. Usually the best approach is to *grow what works, and let go of what doesn't*.

Find the winners and focus on them.
After you've reviewed your initial results and made some decisions about your next steps, you need to get back to work. What you do at this juncture can make a huge difference in the long-term success of your hustle.

- Based on what you learned, what will you adjust and how will you improve?

   Answer: _____
   _____
   _____

Audit your Side Hustle.
Every month or two, take a step back and have a conversation with yourself. Ask yourself specific, open-ended questions about how things are going. These might help:

- What's working well with this hustle, and how can I develop that (or those things) further?

  Answer: _____
  _____
  _____
  _____

- Is there anything about this hustle that I could automate or outsource?

  Answer: _____
  _____

  _____
  _____

- What could I do to make more money without spending a great deal more time?

  Answer: _____
  _____
  _____
  _____

- Could I increase the price of the offer(s) associated with this hustle?

  Answer: _____
  _____
  _____
  _____

After conducting your audit, set goals based on what you've learned.

  Goal #1: _____
  _____
  _____

  Goal #2: _____
  _____
  _____

Goal #3: _____

_____

_____

Call to Action: Identify what's working and what isn't. Unless you see a clear solution to what's *not* working, you'll want to focus more on what's going well. Do more of that!

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